

# Humanizing Your Client Through Storytelling

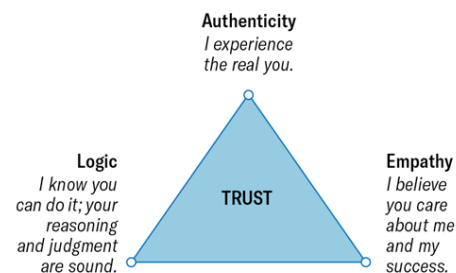
Jerilyn Bell

Telling the better story, *the winning story*, starts with changing the jury or judges' perception about your client and ends with getting the decision maker **invested** in your outcome. Overlaying neuroscience on top of the classic Hero's Journey can bring a different perspective on the role of storytelling in criminal cases.

## Articles:

**Who doesn't love a good story? — What neuroscience tells about how we respond to narratives**, Craig Cormick, Journal of Science Communication 18(05) (2019)

**Begin with Trust**, by Frances X Frei and Anne Morriss, Harvard Business Review (May-June 2020)

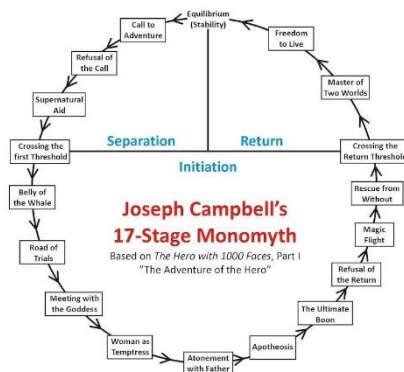


From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

HBR

## Book:

**The Hero with a Thousand Faces**, Joseph Campbell



## Caselaw:

**United States v. Bannister**, 786 F. Supp. 2d 617, 623 (E.D.N.Y. 2011):

*Almost filling the jury box were the defendants—Damien Bannister, Darrell Bannister, Christopher Hall, Cyril McCray, Eric Morris, Roger Patrick, James Ross, Derrick Tatum, Indio Tatum, Jawara Tatum, and Pedro Torres—eleven males, ranging in age from twenty-one to forty-nine, ten African American and one Hispanic. Fully occupying the well of the court were counsel for the defendants, assistant United States attorneys, agents of the Federal Bureau of Investigation, and a phalanx of United States Marshals. Jammed into the gallery were defendants' anxious mothers, girlfriends, other family members, and friends.*

*The indictment embraced twenty-three counts connected by a conspiracy to sell, and the selling of, crack cocaine and heroin in the hallways of, and the streets surrounding, a public housing project in Brooklyn between September 2007 and January 2010. Guns were carried. The lives of the residents were made miserable by the attendant depravity and violence. These were serious crimes.*

*The unspoken questions permeating the courtroom were: How did these eleven come to this pass, and what should be done with them if they were convicted, as all of them eventually were, by guilty pleas? Some of the unsatisfactory answers in such all-too-frequent urban tragedies are discussed in the memorandum that follows.*

### **Media:**

**How to build (and rebuild) trust**, Frances Frei (2018)

[https://www.ted.com/talks/frances\\_frei\\_how\\_to\\_build\\_and\\_rebuild\\_trust?language=en](https://www.ted.com/talks/frances_frei_how_to_build_and_rebuild_trust?language=en)

### **Court Presentation Resources:**

<https://blog.witness.org/2022/11/video-mitigation-usa/>

<https://www.youtube.com/watch?v=y280inJ784w>